



Spring 2009

## Welcome

Firstly, we would like to wish all our members a warm welcome to our second regional newsletter.

If you would like to make a contribution on news or topics important to marketers please submit these to the editor, Carolyn Daw.

Christine Boswell-Munday  
Regional director

## Award winning region

The South West region of The Chartered Institute of Marketing achieved the greatest growth in Professional Membership for 2007/2008. The number of professional members in the South West grew by 5%, the highest of The Institute's eleven UK regions.

In light of the achievement, an award was presented to the chair of the regional board, Phil Comer, at the International Chairman's Conference held at Moor Hall in October 2008. Phil received a certificate from Chris Lenton, chairman of the board of trustees, for the 'Best Overall Performance for Professional Members'.

## You really shouldn't miss...

### Annual Marketing Communications Lecture

4 March 2009, Bournemouth  
University, Dorset

**MARKSTRAT: Marketing  
Challenge** 7 March 2009, University  
of Gloucestershire, Cheltenham

**Meet a Mentor** 25 March 2009,  
Grant Bradley Gallery, Bristol

**Food and Drink Conference**  
2 April 2009, Duchy College,  
Cornwall

There are more besides – for all  
event listings and details visit:  
[http://www.cim.co.uk/NewsAnd  
Events/home.aspx](http://www.cim.co.uk/NewsAndEvents/home.aspx)



Virgin Galactic's Will Whitehorn

## Galactic event inspires young minds in Cheltenham

**Over 140 marketers in and around Gloucestershire, as well as one fascinated 10 year old boy, were treated to an insightful talk from the president of the world's first private sector spaceline.**

Delegates heard from keynote speaker Will Whitehorn, president of Virgin Galactic, on how the company is progressing in its mission to end the exclusivity attached to manned space travel.

An engaging talk on space, good PR and the importance of a strong brand was valued by all, including 10 year old Euan Wynne, who sat himself right in the front row. Euan, who has ambitions to become an astronaut, even asked two probing questions about how many passengers the spacecraft could hold and the minimum age at which a passenger would have to be to travel.

Clive Lewis, regional ambassador for aerospace and advanced engineering,

teamed up with Business Link and the University of Gloucestershire to organise the event and said: 'It was an incredible evening in which Will delivered a fascinating speech on one of the most pioneering ventures of modern times. He covered a whole range of issues including: environment, regulation, marketing, insurance, branding and safety in an entirely new sector for the Virgin brand. It was a great opportunity to hear from someone with such a passion for a project which could eventually bring about the levels of investment we have seen in mobile phone and internet technologies.'

Virgin Galactic is owned and established by Richard Branson's Virgin Group to undertake the challenge of making private space travel available to everyone. Virgin Galactic's goal is to design vehicles which can fly almost anyone to space safely without the need for special expertise or exhaustive, time consuming training.

## Bristol Marketing Forum for creative industries launches

Bristol Media, The Chartered Institute of Marketing, The Chartered Institute of Public Relations and South West Direct Marketing Association have formed a new partnership under the name the Bristol Marketing Forum.

Following the first event which was held last November to give attendees the opportunity to find out more about the creative talent on offer in the South West, an online survey was carried out by [www.csmsurveys.com](http://www.csmsurveys.com) to measure the event's success.

Reviewing the results, Oakleigh Wood, managing director for Customer Service Measurement, said: '100% of attendees confirmed that the aim of the event, which was to link South West clients and agencies, was achieved. 88.9% went on to confirm the event delivered at least one business benefit and 46.4% of respondents predict the event would lead to a commercial opportunity. Also, attendees estimated event leads to be worth £151,000 – not bad for one afternoon.'

There will be more events during the year for Chartered Institute of Marketing

members to attend. Any suggestions as to what you would like to see from the Bristol Marketing Forum please contact [swcommerce@cim.co.uk](mailto:swcommerce@cim.co.uk).

To download the full report, go to: [www.csmsurveys.com/s/mf/BMF\\_Report.ppt](http://www.csmsurveys.com/s/mf/BMF_Report.ppt).

## Dorset prepare for big 2009



Since the launch of The Institute's new Dorset branch, a committee of two has now grown to a committee of nine, providing the county's members with a strong cross section of experienced leadership.

Speaking on the development of the fledgling branch its chairman John Cornish said: 'We have been working hard on building a dedicated committee made up of people with extensive management and marketing experience. We have a committee that provides us with great access into all areas of marketing as well as academic and corporate opportunities within the county.'

With the branch's committee now in place it has begun focussing efforts on setting up a strong programme of events for the spring/summer schedule. Local members can look forward to a range of CPD workshops as well as Business Link and University events.

## New regional coordinator

Angela McAusland has been appointed to provide help and support in the coordination of events within the region.



# Ambassador Updates

## Aerospace and Advanced Engineering

**Ambassador – Clive Lewis**  
[swaerospace@cim.co.uk](mailto:swaerospace@cim.co.uk)

Since the roll out of the ambassador programme Clive has taken significant steps by recruiting a couple of new members. They include the international marketing manager at Cobham plc, Emma Pretlove, as well as the lecturer in marketing communications at Bournemouth University, Graham Goode, who has over 15 years experience in aerospace subcontracting. Clive has also engaged the West of England Aerospace Forum (WEAF) which has agreed to collaborate over event venues as well as the possibility of providing speakers.

## Food and Drink

**Ambassador – John Taylerson**  
[swfood&drink@cim.co.uk](mailto:swfood&drink@cim.co.uk)

John has been active in attending many food and drink related events to promote and represent the group. Most recently,

focus has turned towards preparations for the regional conference on marketing food and drink which takes place on Tuesday 2 April at Duchy College, Stoke Climsland, Cornwall. This follows on from the recently successful question time event on Tuesday 20 January also held at Duchy College. John is already able to boast a varied and high calibre list of speakers for the April conference which includes: Jo Wren, marketing manager for Tesco, Jonathan Farrand from The Guild of Fine Food and Jeff Nicholas, market development director of DairyCo, to name but a few.

## Commerce and Finance

**Ambassador – Jane Silk**  
[swcommerce@cim.co.uk](mailto:swcommerce@cim.co.uk)

In these challenging economical times, marketing will be even more important in helping companies to not only survive, but thrive. Professional marketers have a real responsibility to guide their companies through this uncertain period.

With this in mind, Jane plans to set up a Financial Services Marketing Forum for the region, which will provide all-important networking opportunities and the chance to share best practice and experience. It will also aim to raise the profile of The Institute and promote the benefits of membership; including help for members through the Career Partnership Scheme, getting better qualified through the Chartered Marketer programme and by offering the jobs vacancy and consultant directories on the website.

## Marketing Directors Forum

**Ambassador – Sue Windley**  
[swmarketingdirectors@cim.co.uk](mailto:swmarketingdirectors@cim.co.uk)

Work is underway to develop the new peer-to-peer networking forum for marketing directors. Headed by regional ambassador, Sue Windley, the unique forum aims to provide a hub for board level marketers to discuss key issues. The plan will be to have two forum meetings a year

## New ambassador



A development in the ambassador programme has been the recruitment of Tracy Morshead FCIM. Tracy's aim is to work with marketing directors developing a dedicated forum which extends from Bristol and West right up to Swindon. As well as assisting Jane Silk with the financial institutions within the same area, his overall goal will be to find out from local marketing directors what they need from The Institute to help them influence their colleagues and board members on the power of marketing.

Tracy's extensive board level experience will prove invaluable in achieving his goals as ambassador. Tracy is currently non-executive on three boards, of which, two are chairman positions. He also has significant general management experience up to and including managing director level. His experience of running marketing functions includes work for businesses such as: Nationwide, William Hill, Mecca, IG Index, and even an ITV station.

## New branch chair for Gloucestershire

A warm welcome goes out to The Institute's new Gloucestershire branch chair, Jeraldine Jones, who picks up the reins from Clive Lewis.

Clive must also receive a special mention for such sterling work during his two and half year tenure as branch chair.

Jeraldine has already held a recruitment evening for the branch committee which was a great success, bringing about the recruitment of seven new members. On her appointment Jeraldine said: 'My aim is to provide interactive response and networking for branch members and I hope to ensure that The Chartered Institute of Marketing is the must join institute.'

## Dormen looking after local businesses

The Dorset Business Mentoring Programme (Dormen), a scheme designed to provide free one-to-one mentoring support for local businesses, has recently forged stronger links with The Institute's Dorset branch.

Chair for The Institute's Dorset branch, John Cornish said: 'The experienced business professionals who volunteer for the role of mentor are kept up to date with the latest developments in business knowledge and skills by the Dormen scheme. But it is important to remember that involvement with the programme can earn you category six CPD points as well. We will shortly be inviting Dorset's Fellows and Chartered Marketers to learn more about becoming a mentor.'

Anyone wishing to discuss Dormen should contact John Cornish on 01202 884690 or email [swdorset@cim.co.uk](mailto:swdorset@cim.co.uk).

with high profile speakers to stir up debate on pertinent marketing issues.

Sue is currently working on developing the infrastructure for the forum and is keen to hear from marketing directors about which topics they would like the forum to focus on.

## Small Business Group

**Ambassador – Richard Storey**

[swsbg@cim.co.uk](mailto:swsbg@cim.co.uk)

Richard has made significant progress in setting up partnering arrangements with Business Link throughout the South West – this has included a review of opportunities for joint events and for increased promotion of the SBG toolkit across the Business Link database

Meanwhile, the regional resource in the form of branch-based champions, able to work with Business Link locally, identifying and promoting seminar and workshop opportunities, has grown with around 12 members now offering to support the SBG's activities in the region. However, Richard is still very keen to increase the champion teams in Gloucestershire and Dorset.

## Education

**Ambassador – Maureen Wincott**

[sweducation@cim.co.uk](mailto:sweducation@cim.co.uk)

Maureen is continuing in her efforts to raise the profile of the local network of The Institute with educational centres throughout the region. Plans are also underway to run an event in the summer so that centres have the chance to meet The Institute's regional team members so that relationships can be developed and ideas shared. Maureen is also keen to hear from anyone involved in education who would like to get involved with the group.

## Leisure and Tourism

**Ambassador – Pippa Craddock**

[pippa.craddock@paigntonzoo.org.uk](mailto:pippa.craddock@paigntonzoo.org.uk)

The Institute is pleased to announce that the role as ambassador for Leisure and Tourism has now been filled. We are delighted that Pippa Craddock, director of marketing and development at Paignton Zoo has taken up the responsibility to co-ordinate within this sector.

## Sustainability

**Ambassador – Sandra Clarke**

[swsustainability@cim.co.uk](mailto:swsustainability@cim.co.uk)

Sandra has started by organising three breakfast debates on sustainability. She has also recruited several local champions and is looking for more across the region. Her aim is to build stronger communications between the sustainability and marketing communities to further the understanding of each other's subjects. The breakfast debates are taking place in Gloucestershire on: Thursday 12 February, Friday 27 February and Wednesday 11 March. For more information on these events contact [cimevents@cim.co.uk](mailto:cimevents@cim.co.uk).

## Local Champions

We are looking to build a network of local champions throughout the region. Please make direct contact with the sector ambassador or your branch chair to register your interest.

## A match made in heaven

Professional business consultants should ensure they register on the free Supplier Matching Service (SMS), which is Business Link's database for brokering professional services to customers identified as having a need for external help and advice.

In order to provide Business Link advisers with a pool of potential consultants, trainers or other professionals, the SMS was created as a resource to help identify suitable suppliers whose details are stored with sufficient information about skills, areas of experience, qualifications and past track record along with independent referee details. The Business Link advisers using the service are then required to offer the enquiring business at least three alternatives which meet their specific criteria.

Richard Storey, regional ambassador for the Small Business Group said: 'Although registering is a great start, as each regional SMS

## Developments in Bristol and West branch

The Bristol and West branch recently announced that it has embarked on a strategic alliance with the Direct Marketing Association (DMA) West. The reciprocal arrangement will mean that members of both professional bodies will be able to benefit from attending a wide range of events and networking opportunities at member rates across the region.

Andrew Buffrey, regional manager of DMA West said: 'It makes good sense for the DMA and The Chartered Institute of Marketing to work together at a regional level to deliver more to a wider marketing audience – especially in the current economic climate. I look forward to developing what is already an excellent relationship for the benefit of our respective members.'

database holds details on hundreds of suppliers, my advice would be to ensure that if you are interested in undertaking consultancy, training or marketing services work, you make yourself known to your local business advisers as well. By giving them more information about how you work, who you have worked with and why you have particular expertise, it will help to bring your name into the frame when suppliers are being identified.'

For more information on Business Link's Supplier Matching Service visit [www.suppliermatching.co.uk](http://www.suppliermatching.co.uk)

A listing of specialist consultants in marketing is also available through the Consultants Directory at The Chartered Institute of Marketing. To support you with your business needs, please visit [www.cim.co.uk/directory](http://www.cim.co.uk/directory)

## Meet a mentor

On Wednesday 25 March at the Grant Bradley Gallery in Bedminster, Bristol, the Bristol and West branch of The Institute is launching a mentoring programme. The aim is to support and encourage the career development of marketers in the branch by offering guidance from experienced marketing professionals.

The mentors will be from a cross section of industries and will be represented by those with marketing specialisms, as well as general practitioners. The evening will be an informal opportunity to meet a range of possible mentors and select the individual who best matches your requirements. The intention is that both the mentee and mentor commit to at least three hours of meetings over a period of a year, but the exact framework would be agreed to suit both parties.

Mentees wishing to express an interest in the programme should email [Rachael\\_Wheatley@jordans.co.uk](mailto:Rachael_Wheatley@jordans.co.uk) by Wednesday 11 March.



Guest speaker at last October's Annual Marketer's Dinner, John Burton Race with Devon and Cornwall branch chair, Mike Weed

## 'Food for thought'

The Devon and Cornwall branch has a strong food theme running across its spring events programme. This follows the success of last October's Annual Marketer's Dinner which drew over 70 professional marketers to Plymouth's National Marine Aquarium.

Starting with the food and drink question time event earlier in January and the forthcoming conference on Thursday 2 April, the food and drink theme culminates with a dinner, farm walk and talk at Riverford Organic Vegetables on Tuesday 16 June. The evening event is back by popular demand after it proved so successful last year.

## Contacts in your region

### Regional director

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### Regional board chairman

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### Regional coordinator

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### Devon and Cornwall branch chair

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### Dorset branch chair

John Cornish  
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### Gloucestershire branch chair

Jeraldine Jones  
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### Regional board member

Brian Robinson  
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### Bristol and West branch chair, Ambassador for commerce and finance

Jane Silk  
[swcommerce@cim.co.uk](mailto:swcommerce@cim.co.uk)

### Regional board vice chair, Ambassador for Marketing Director's Forum

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### Ambassador for sustainability

Sandra Clarke  
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### Ambassador for education

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### Ambassador for food and drink

John Taylerson  
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### Ambassador for aerospace and advanced engineering

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### Ambassador for small business group (SBG)

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